



dimensions

An Information Service For Apple III Owners and Users

Volume 1 No. 1 March 1982

Welcome Back

Welcome to the FIRST EDITION of your Apple® III Newsletter. We are happy and proud to announce that we are writing and publishing this paper exclusively for you, our Apple III owners. We want it to be warm, friendly and useful and at the same time act as a medium by which we can help reunite our "Apple III Family." Many of you have been a member of this family for a long time, possibly since as far back as November of 1980. To ALL of you loyal and extremely patient long-time owners, we especially extend our gratitude and a sincere thank you.

We recognize that the Apple III road has not been an easy one for all of us. There have been many growing pains but we are excited about the future.

We are proud of the Apple III and its fine features and unlimited potential. One of our major goals is to bring this renewed warmth and good feeling back into your hearts, homes and offices.

The newsletter will be mailed regularly and free of charge to all Apple III owners that are listed on our end user data base. If you know of any owners that did not receive this newsletter, please ask them to

forward
their

name, address and system serial number. We will try to locate and identify our entire "Family" in the coming months and offer much in the form of open communications and complete Apple III support.

As the Apple III has grown in popularity, some Apple III User Groups have formed. We would like to hear more about these groups and share this information with others. Please let us know if there is one in your area and how we can contact them. Also, if you publish a local Apple newsletter, we would like to be added to *your* mailing list.

Please send suggestions, ideas, personal notes, interesting applications, pictures, stories, questions, etc., to:

Apple III Newsletter
10260 Bandle Drive
Mail Stop 3-E
Cupertino, CA 95014 III

A Successful Reintroduction for Apple III

After months of waiting and anticipation, the Apple III was finally announced in May of 1980 as the "big brother" to the Apple II. Bigger, faster and more versatile than anything on the market, it introduced a new concept in microcomputers that would lead the field for years to come. The operating system, design and flexibility built into an Apple III allow it to perform tasks and access data better than systems many times its size and price.

Following its introduction, the Apple III experienced some growing pains which slowed but never stopped its growth and development. Problems in the hardware were corrected and a major drive to produce new application software programs became the number one priority. As improvements were made

enhanced, it was decided that a second MAJOR introduction was in order that would pull all of these efforts together and show the world that the Apple III is here to stay.

To complement "Business Basic" and "VisiCalc® III" which allow you to perform programming and electronic spread sheet functions, concentration was placed on word processing, graphics, data communications and mail list management that would take advantage of the inherent strength of the III. To this end, seven new software programs and a 5-Megabyte hard disk were developed which directly addressed these particular applications and requirements.

and new
features

In conjunction with this software, a new and unique approach to product training called a "Product Training Pak" was being developed. This package consists of a warm and friendly self-paced tutorial and a data diskette with sample files, letters, models, etc. It is designed to work hand-in-hand with the program diskette and within 30 to 40 minutes, simply and easily teaches you how to push the buttons that make the program work. It will not replace the longer and more detailed User's Manual, but is an excellent tool for previewing and quick exposure to the new programs.

Another very important phase of the Reintroduction project was the Upgrade Program. This program, which is still in effect, involves a free-of-charge exchange for all "old version" systems, software and external disk drive analog cards. "Old Version" specifically means a system with a serial number below 14,000, Information Analyst 1.0
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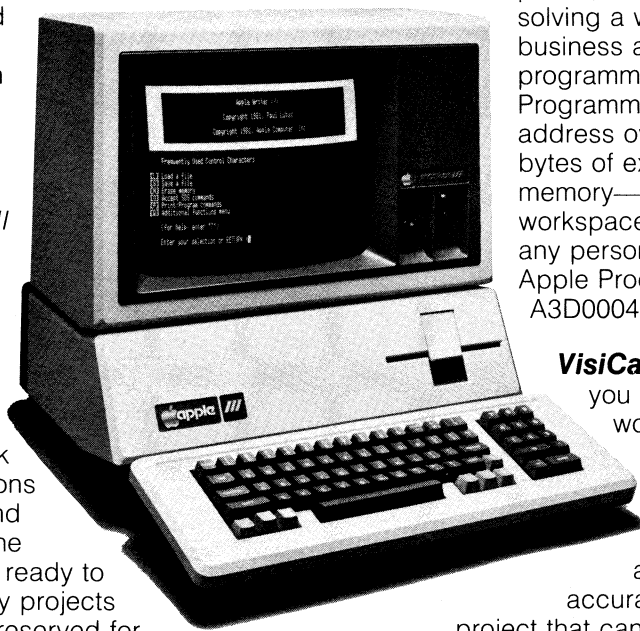


Apple III Software – Just the Beginning

As the Apple III becomes more established, you will probably want to learn about the various configurations of the system and how the system can best serve you.

The impact of the Apple III is perhaps best seen in its power as a business machine, and with a strong bank of applications software and ProFile™, the Apple III is ready to tackle many projects previously reserved for mainframe computer systems.

The Apple III System Software package contains a System Demonstration diskette, a Systems Utilities diskette (file and device handling commands), a System Utilities Data diskette (device drivers which allow the Apple to interact with peripherals), and an Apple II



Emulation diskette (enabling the Apple III to use software written for the Apple II). System Software is included with each Apple III System.

Apple Business BASIC is designed for flexibility; power, and innovation in solving a wide range of business and scientific programming needs. Programmers can address over 190K bytes of extended memory—the largest workspace available on any personal computer. Apple Product Number A3D0004.

VisiCalc® III gives you an "electronic worksheet," ready to tackle with speed and accuracy any

project that can be arranged using rows and columns. Sophisticated yet easy to use, VisiCalc® III offers ease in data handling and the freedom to ask "What if . . . ?" with your finances. It too offers a 190K workspace—over four times that of any other computer. Apple Product Number A3D0002.

Apple III Pascal provides a fully integrated software environment for numerous applications. Developed specifically for use with the Apple III, Apple III Pascal allows manipulation of existing files as well as great flexibility in the development of new software. Apple Product Number A3D0005.

Apple III Mail List Manager offers total convenience in the creation and maintenance of mailing labels and phone lists. It gives you the flexibility to format, edit, sort, and print mailing labels efficiently and to maintain customer records. A useful and very versatile business aid. Apple Product Number A3D0003.

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(versus 1.1) software and an analog card NOT having disk switch detection capability. This program is being implemented by the local dealers and their regional Apple Support Centers and is designed to give our original Apple III owners brand new hardware and software at no cost or inconvenience to them.

Special Apple III **UPGRADE ONLY** toll free numbers are available for qualified owners who did not receive their upgrade package in the mail. For your information, these numbers are: Continental U.S. (800) 538-3181; California (800) 662-9225; Alaska and Hawaii only, call collect (408) 973-2002. It is our goal and sincere desire to exchange every pre-14,000 serial number Apple III ever sold with a brand new well-supported system.

Over the past twelve months, many dedicated people have contributed to making the second "Apple III Introduction" a successful one. Apple is so dedicated to the success of the III that it has listed this as the **NUMBER ONE** project for the entire company in 1982. Significant gains have been made and the Reintroduction has received widespread acceptance. With so much hard work and effort behind us now, it is time to enjoy our systems and put them to work. You will be thrilled and amazed to see what hidden treasures lie beneath the surface of your Apple III. III



staff

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Apple Writer III is a powerful new word processing program for the professional. A true timesaver, Apple Writer III offers ease and accuracy in written communications as well as an easy-to-use word processing language that lets you perform complex word processing tasks with a few keystrokes. Apple Product Number C3B0001.

Apple Access III transforms your Apple into a conversational terminal ready to communicate with a variety of computers and timesharing systems. This powerful networking aid provides a link to remote systems in response to your specifications. In addition, it directly emulates the control function of the DEC VT100 and VT52 terminals for ease of use with mainframe applications. Apple Product Number C3B0003.

Script III enables you to format programs and documents written on the Apple III Pascal Editor. Compatible with a wide variety of printers, Script III lets you designate page formats and create page layouts with more flexibility than ever. Apple Product Number C3B0004.

Apple III Business Graphics is a sophisticated tool for graphing information to simplify interpretation of numerical data. Using a number of different printers and plotters, you can easily create many different types of professional graphs and charts using its very "friendly" commands. Apple Product Number C3B0002.

One of the keys to the Apple III's flexibility is that it is a disk-based system, designed to adapt to and be upgraded by software as well as hardware. With a steadily increasing base of software programs, the Apple III is a computer with an infinite range of applications — and the ability to handle even the toughest tasks facing businesses of all sizes. III

Apple III Business Graphics

Have you ever looked at a list of the monthly sales of a company or a list of stock activities for some period of time? The numbers alone can't offer any insight into what the relationships between the numbers mean.

Apple III Business Graphics makes it easy to turn numerical information into easy-to-read, comprehensive charts and graphs. This highly interactive program is based upon a command language that allows you to create line, dash, and area-filled graphs; horizontal and vertical bar graphs; pie charts and scattergrams with simple English language commands. You can display a graph on the screen, or print it on a printer or graphic plotter with one simple command. It also allows statistical analysis of data, curve fitting and conversion of data files from other programs to make plotting even easier.

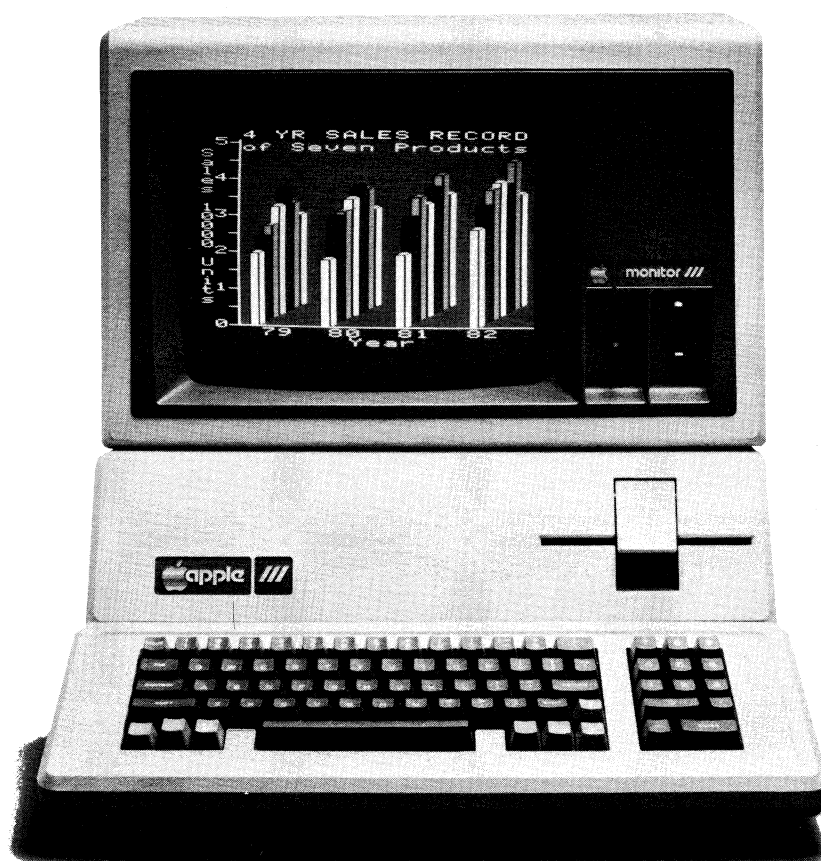
Apple III Business Graphics will be available in early March at a Suggested Retail Price of \$175. III

Apple III 256K Upgrade

Many Apple III owners have expressed interest in converting their systems to a larger memory configuration. To this end, Apple is pleased to announce the 256K Memory Upgrade Package. Starting in mid-April, Apple III customers will be able to go into their local Authorized Apple dealer and purchase this upgrade kit. The kit includes everything that is required to convert the Apple III from the 128K memory environment to the more powerful 256K environment.

Your Apple III service center will perform any necessary modifications while installing this new memory configuration. Installation is included in the cost of the upgrade kit.

A Special Introductory Price of \$795.00 will be in effect for customers who act fast. This special price is only good for 90 days (April 15 to July 15), so contact your dealer soon. Starting in mid-July, the suggested retail price of this upgrade will be going up to \$995.00, so act now. III



Software Revision Utility Available

Having the correct, most up-to-date software on our machines is important to each of us. This is true whether the software in question is a tax preparation aid or a highly complex operating system. To meet this challenge, Apple Computer is beginning a program whereby you can get minor revisions to your Apple *III* system software from any authorized dealer for no more than the cost of a blank diskette. On the other hand, major system updates with significant new features (as would be indicated by a change in version number, say from 1.1 to 2.0) will be made available for free only to users covered under warranty or Extended Warranty.

The Apple *III* Software Revision Utility is a mechanism by which Apple Computer will periodically distribute enhancements to the performance and reliability of the Apple *III* system software. These modifications will normally be applied to the Apple *III* Sophisticated Operating System (SOS). Revisions may, however, also be applied to Business BASIC, Apple *III* Pascal, and the device drivers.

The Software Revision Utility should be used with every bootable Apple *III* diskette that you have in your possession. Appropriate files will be updated automatically by the utility.

The first version of the Software Revision Utility (now available from authorized Apple dealers) will update SOS with release dates prior to 1-FEB-82. This date is shown next to SOS 1.1 on the boot screen. Only the SOS.KERNEL file will be affected by this revision. Changes to SOS operation include:

1. Automatic expansion of subdirectories. Creating a file in a full subdirectory is properly handled. Preallocation of extra subdirectory space is no longer necessary.

2. Improved performance in changing the modification dates of files.
3. A SOS volume search is not terminated when non-SOS volumes are encountered.

Apple Computer is providing master copies of this Software Revision Utility to all authorized Apple dealers. Please contact your dealer now to arrange a convenient time to obtain a personal copy of this utility.

Now That You've Got It, What To Do With It?

At first glance, the applications of the Apple *III* seem quite obvious.

VisiCalc will help you with Financial Planning and Apple Writer is a great word processor. But oh, the benefits of imagination! At a recent gathering of Apple owners we met a number of people with a great variety of interests and applications.

- It seems that a group of ladies write local TV guides and want to track all the movies to be shown for 5 years (approximately 400 per month) by title, market, etc.
- An insurance company wants the ability to access customers' mainframes and will also develop special accounting packages for insurance.
- A truck repair company needs help with inventory control for 10,000 parts.
- A hairdresser wants immediate data on clients—type of cut, date due for next appointment, billing . . .
- A social club wants to keep all the club records on an Apple.
- A doctor wants to use his Apple for lab data, billing, insurance, and personal business.
- A large plane repair firm wants to use an Apple to schedule plane repairs.
- A university wants each dorm to have local accounts on a local computer.

- A husband and wife want to cut paperwork on their eight small personal trusts.
- A group of teachers wants to write lesson plans to keep from year to year, quiz students through the computer and keep track of club accounts.

What diversity! And now that we have you thinking, we want to hear from you. We would be interested in hearing how you are using your Apple *III*. If you have a unique application and would like to share it with others, write a short summary which we can print in a future issue. If you wish, include an address where others who are interested may contact you. *III*

When Trouble Strikes, Where Do You Go For Help??

Right in the middle of a major project, your external drive malfunctions. Or, you boot a diskette and get "RETRY" on the screen. Any number of different problems or questions may arise from time to time that your reference manuals or your best friend just can't answer. What do you do now?

Your next best source of information and assistance should be your DEALER. He knows you, is aware of your system configuration and is there to help and support you in many different ways. And behind every dealer is a highly qualified network of sales and technical support specialists that reaches all the way back to Cupertino if necessary. Apple takes great pride in its reputation as the industry leader in service and support for *both* its *dealers* and *customers*. So remember, don't panic—let your dealer and Apple come to your rescue. *III*

A Bushel of Thanks . . .

. . . to our dealers! We could not have realized such success in the Upgrading of the Apple IIIs without the generous help of your local dealers. The dealers have been established as the first link in our Technical Support program and have proved themselves to be a very strong link indeed.

For instance, at the Computer Source in Pittsfield, Massachusetts, Scott Rodman reviewed his list of Apple III owners to see if all had received notice of the Upgrade Program. He then called Apple to see that everyone who was entitled to the Upgraded Software would receive it. Scott has done his homework on the Apple III and the Upgrade Program, and we thank him for his diligence.

And what about the Atlanta Computer Mart? We've been told by a very satisfied customer that the Computer Mart had upgraded his computer as soon as they heard about the program, so that by the time he received his software he was able to use it immediately.

We know that all of the dealers went out of their way to help the Apple III owners and we thank them all. We are sure that there are many other dealers who deserve credit. If you know of someone who took it upon himself to make your upgrade a bit smoother, please let us know. And once again, thanks to all of our dealers! III

Attention Programmers and Software Vendors Software, Who Needs It???

Just about everyone using an Apple Computer needs software. And that's why we are committed to developing, finding, and distributing the best software available. Application software is one of the prime selling tools to the end user with a purpose.

To aid Apple's quest for quality software products, Apple is finding new ways to assist commercial software developers and support them in their work to develop superior, Apple-compatible products.

The first step we took was to allow developers to copy and incorporate Apple System Software in their own products via a simple, inexpensive license agreement. This not only makes a developer's task easier, but it protects Apple's copyrights while fostering quality-based software.

We have also opened our doors and lines of direct communication to all Apple licensed developers. Technical documentation and prompt responses are helping these developers meet marketing deadlines of their own, and secure a place in dealers' showrooms for their Apple-based software.

As we continue to study the needs of professional software developers around the country, we hope to increase our flexibility in direct service and support. One of our tentative plans is to experiment with an electronic mail system which would eliminate "telephone tag" while allowing prompt responses and documentation to occur simultaneously.

Other ideas include specific programs to focus on areas of high priority, coinciding with Apple's own marketing strategies. We hope to involve more software developers in our continuing progress by sharing with them our enthusiasm for success.

For further information on becoming an Apple-licensed software developer, please contact me at this address:

Terri Hasbrouck
Vendor Support
10260 Bandley Drive M/S 3-E
Cupertino, CA 95014 III

For More Information

We have received many inquiries as to the availability of more information about your Apple III. The "Apple III Dimensions" is the only publication totally devoted to the Apple III, but there are other sources of information which might attract your interest:

- "Apple Education News" is published three times per year and may be obtained free of charge by those with an interest in the education field. Send your name and address to "Apple Education News," 10260 Bandley Drive, Cupertino, CA 95014.
- "Apple Magazine" is full of suggestions for applications and uses for your Apple and may be purchased through your dealer.
- "Apple Orchard" is a magazine published by International Apple Core. For a year subscription, send \$15.00 to International Apple Core, 910 A George Street, Santa Clara, CA 95050.
- "Softalk" is published by Softalk Publishing Company and available free of charge for one year. It deals with items of interest to all Apple computer owners and is published monthly. To receive "Softalk," send your name, address, and system serial number to: Softalk, 11021 Magnolia Boulevard, North Hollywood, CA 91601. Or call (213) 980-5074. III

Technical notes

Apple III Pascal, A Powerful and Flexible Language

Apple III Pascal is an adaptation and improvement of UCSD Pascal™. It makes use of extended address memory, and its new file structure is reorganized into a format which never requires "krunching." Fully conforming IEEE 32-bit arithmetic is incorporated. In additional features, in compatibility, and in performance, this product reinforces the positioning of the Apple III as the

technology leader in personal computing.

Using Apple III Pascal requires an Apple III system with 128K bytes RAM, a high-resolution video monitor, 12" diagonal or larger (for easy-to-read 80-column format), and two external disk drives.

Apple III Pascal includes thorough documentation, including four manuals: Programmer's Manual Volumes 1 and 2, Program Preparation Tools, and the Introduction, Filer and Editor. These manuals are also available separately.

Key benefits of Apple III Pascal include:

- Fully conforming IEEE 32-bit arithmetic, so that all mathematical computations are more reliable and errors can be trapped by the user program.
- A powerful, easy-to-use text editor that eases documentation and source code maintenance; and
- Source code compatibility with routines written in Apple II Pascal, so that programs can be easily transported without being converted.
- The largest workspace of any UCSD Pascal version.
Apple III Pascal Product number A3D0005.

*UCSD Pascal is a trademark of the Regents of the University of California. "Apple World." III



How Pascal Uses Apple III Memory

Apple III Pascal works equally well with 128K or 256K byte Apple IIIs. How does it do it? Thanks to SOS, it's easy!

When Pascal starts running it makes a SOS call for a 64K data space. This is where all Pascal data structures are stored. Now comes the nice part: As each code segment is loaded, Pascal asks SOS for memory (outside of the Pascal data space) where the code can be put. If there is enough room, and on a 256K Apple III there usually is, the code goes there. Only if the program is so large that you have used all other memory will Pascal use its own data space for your code.

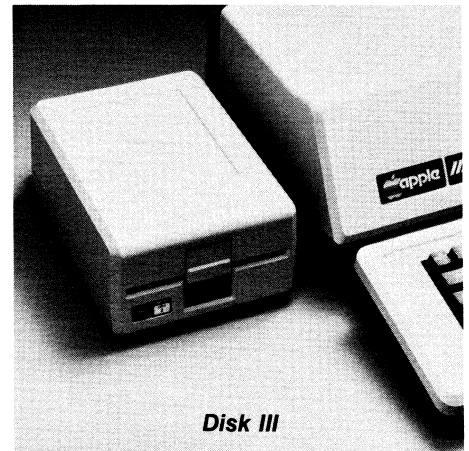
This means that on a 256K Apple III virtually the whole 64K data space is available for—yes, you guessed it—DATA! By separating code from data, and providing 48 (and soon 53) available Pascal segments, Apple III Pascal opens new horizons for your Pascal programs. III

coming events

Throughout the year, there are several trade shows, conferences, expos and other events in which Apple participates. We will publish a list of these events in each issue, paying special attention to

those shows emphasizing and/or including the Apple III. If you know of others, please forward accurate dates and information.

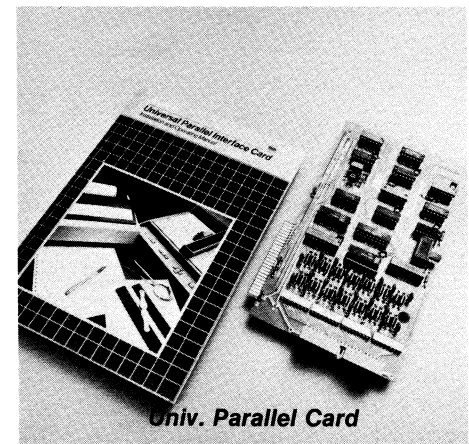
Event	Date	Location
National Association of Elementary School Principals	Mar. 27-31	Atlanta, Georgia
National Science Teachers Association	Apr. 2-5	Chicago, Illinois
National Council of Teachers of Mathematics	Apr. 14-17	Toronto, Canada
International Reading Assoc.	Apr. 26-30	Chicago, Illinois
Apple Fest	May 14-16	Boston, Massachusetts
American Society for Training and Development	May 16-21	San Antonio, Texas
National Computer Conference	June 7-10	Houston, Texas
Siggraph Conference	July 27-29	Boston, Massachusetts
Wescon '82	Sept. 14-16	Anaheim, California
Apple Fest	Sept. 16-19	Minneapolis, Minnesota
Apple Fest	Oct. 15-17	San Francisco, California
Apple Fest	Nov. 19-21	Houston, Texas
Comdex '82	Nov. 29-Dec. 2	Las Vegas, Nevada
Apple Fest	Dec. 9-12	Atlanta, Georgia



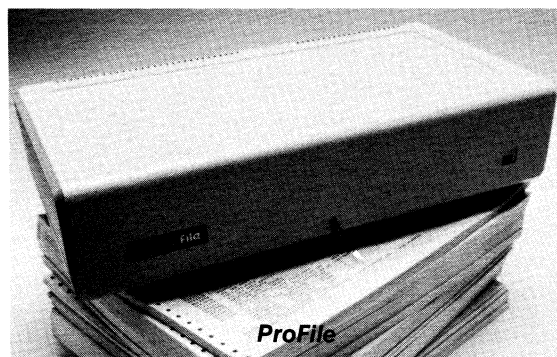
Disk III



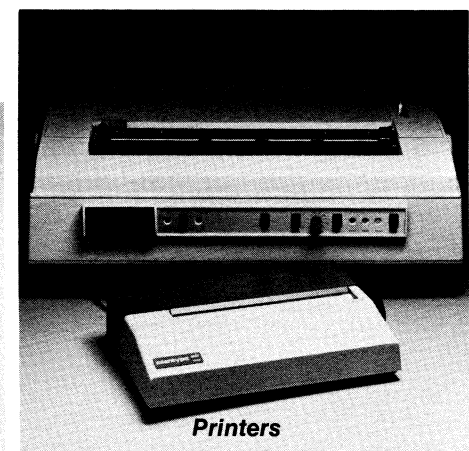
Monitor III



Univ. Parallel Card



ProFile



Printers



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